

GARAGE SALES

When Your Prices Are Too High

Recognize the Signs and Adjust Quickly to Keep Shoppers Interested

You spent time sorting and labeling everything, setting what felt like fair prices. But as shoppers trickle in, you start to notice a pattern — they browse, they pause, and then they walk away empty-handed. If your tables are still full two hours into your sale, you might have priced things a little too high.

It happens more often than you'd think. Luckily, garage sales are flexible by nature, and it's easy to course-correct. Here's how to recognize when prices are getting in the way — and what to do about it.

READ THE CROWD

One or two people walking away isn't cause for alarm, but if several shoppers move quickly through your sale without buying — or if they consistently put items back after checking the tag — it may be time to reassess. The most telling sign? People aren't even bothering to ask about prices or make offers.

Pay attention to body language. Hesitation, raised eyebrows or quick exits can all be subtle clues. If your most attractive items aren't moving by mid-morning, that's your cue.



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DON'T LET SENTIMENT DRIVE PRICING

It's common to price items based on what you paid — or the emotional value you've placed on them over the years. But buyers don't share that attachment. A gently used sweater may feel like it's worth \$10 to you, but if shoppers expect \$3, it's going to stay on the table.

Garage sale pricing is about meeting the market where it

is. If you wouldn't buy the item yourself at the price you've listed, others likely won't either.

MAKE ADJUSTMENTS IN REAL TIME

The beauty of a garage sale is that nothing's set in stone. If an item isn't drawing attention, consider marking it down or adding a "Make an Offer" tag. You can also use color-coded stickers to drop

prices across categories quickly — for example, "Green stickers now half off."

If you've priced all clothing at \$5 and no one's biting, pivot to \$3 each or "2 for \$5." Sometimes, a small drop makes a big difference.

Also, don't forget to announce markdowns out loud to new shoppers as they arrive. A friendly "Everything's half off today" helps reset expectations and invites browsing.

USE BUNDLING TO ADD VALUE

If you're hesitant to lower prices outright, offer deals instead. Try "Buy 2, get 1 free" or "Fill a bag for \$10" on smaller items. This tactic keeps prices close to your original targets while giving buyers a sense of getting more for their money.

Bundles also help clear inventory quickly without the hassle of constant price-slashing.

STAY FLEXIBLE AND LET THINGS GO

The ultimate goal of a garage sale is to clear space — not to squeeze every dollar out of every item. That doesn't mean you have to give things away, but it does mean being open to reasonable offers.

If someone wants to negotiate, listen. You're more likely to make the sale — and move one step closer to a cleaner garage — if you meet people in the middle.

By staying alert, adjusting on the fly and focusing on what shoppers are actually willing to pay, you'll keep the momentum going and make your sale more successful overall.

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SELLER'S TIP

Watch for Walkaways

If shoppers keep picking things up and putting them down — or leaving without buying — it might be time to rethink your pricing.

AD SPACE